BROADCASTING's top 50 advertising agencies

(All figures are in millions)

Agency	Broadcast/cable Billings	Combined Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Cable TV	Broadcast Percentage agency's Total billings	% change from 1985	Last Year's rank
1. Young & Rubicam	1,598.0	1,463.0	1,060.0	403.0	91.0	28.0	63.0	44.0	65	+5.4	1
2. J. Walter Thompson	1,210.0	1,116.0	738.0	378.0	74.0	23.0	51.0	20.0	70	+4.1	2
3. BBDO Worldwide	951.0	818.0	494.0	324.0	104.0	31.0	73.0	29.0	72	+3.0	3
4. Leo Burnett	940.0	895.0	710.0	185.0	30.0	5.0	25.0	15.0	69	+12.0	5
5. D'Arcy Masius B & B	833.0	707.0	455.0	252.0	104.0	16.0	88.0	22.0	69	-3.9	4
6. DFS Dorland	720.5	641.1	354.2	286.9	56.1	10.6	45.5	23.3	78	-0.2	7
7. Foote, Cone & Belding	699.0	618.0	323.0	295.0	61.0	3.0	58.0	20.0	81	+14.0	8
8. Ogilvy & Mather	688.9	600.4	427.5	172.9	80.0	34.9	45.1	8.5	71	+3.2	6
9. DDB Needham	675.5	625.5	410.5	215.0	33.9	—	33.9	16.1	54	—	—
10. Grey Advertising	564.6	506.1	316.8	189.3	34.7	2.9	31.8	23.8	57	+1.0	9
11. McCann Erickson	512.3	446.1	272.3	173.8	66.2	6.9	59.3	—	64	+4.1	10
12. Saatchi & Saatchi	465.0	435.0	376.0	59.0	12.0	12.0	0.0	18.0	75	+5.0	12
13. Bozell Jacobs	413.6	300.6	157.7	142.9	93.5	8.7	84.8	19.5	37	-5.8	—
14. SSC&B	383.4	326.9	241.2	85.7	51.8	4.1	47.7	4.7	83	-6.0	12
15. N W Ayer	374.1	323.8	231.9	91.9	42.1	24.0	18.1	8.2	57	+4.5	15
16. Ted Bates	372.9	333.6	245.1	88.5	24.3	18.7	5.6	15.0	71	-1.8	14
17. Backer & Spielvogel	338.2	308.0	199.9	108.1	23.2	1.4	21.9	7.0	75	+9.0	17
18. William Esty Co.	329.0	310.0	220.0	90.0	14.0	3.0	11.0	5.0	65	+8.0	18
19. Advanswers	280.0	256.0	180.0	76.0	20.0	1.0	19.0	4.0	80	+13.8	20
20. Campbell Ewald	241.0	193.2	131.7	61.5	40.4	12.4	28.0	7.4	64	+6.0	22
21. Wells, Rich, Greene	230.0	203.4	132.6	70.8	25.8	7.5	18.3	0.5	59	0	21
22. Campbell Mithun	223.4	198.7	45.8	152.9	23.2	2.3	20.9	1.5	58	+12.5	24
23. Cunningham & Walsh	210.0	187.5	112.5	75.0	15.5	4.2	11.3	7.0	68	+19.6	28
24. Tracy Locke	209.4	166.3	32.0	134.3	40.6	4.0	36.6	2.5	85	+5.0	23
25. Scali, McCabe, Sloves	192.6	154.6	65.5	89.1	36.8	—	36.8	1.2	45	+44.8	34
26. Ketchum Communications	190.3	168.3	49.1	119.2	20.7	0.5	20.2	1.3	39	+37.7	33
27. Lowe Marschalk	185.1	176.1	126.4	49.7	9.0	0.1	8.9	—	57	+6.0	29
28. Ally Gargano/MCA	175.9	159.6	72.9	86.7	7.4	—	7.4	8.9	100	—	—
29. Jordan, Manning, Case	175.0	139.0	100.0	39.0	24.0	12.0	12.0	12.0	73	+10.1	31
30. Della Femina, Travisano	174.7	155.0	66.1	88.9	17.9	1.6	16.3	1.8	67	-11.2	26
31. Admarketing	162.0	149.0	1.8	147.2	13.0	—	13.0	—	88	+2.1	32
32. HBM Creamer	148.2	135.8	66.3	69.5	12.4	0.6	11.8	—	62	-25.0	25
33. Chiat Day	137.0	116.0	52.4	63.6	16.0	1.5	14.5	5.0	44	-28.0	27
34. W.B. Doner	128.5	97.4	12.9	84.5	28.6	—	28.6	2.5	65	+12.1	36
35. Ross Roy Group	118.6	88.2	18.4	69.8	29.1	7.1	22.0	1.3	29	+78.0	46
36. Griffin Bacal	115.1	112.3	28.0	84.3	0.1	—	0.1	2.7	96	—	—
37. Daily & Associates	115.0	96.0	75.0	21.0	15.0	0.5	14.5	4.0	76	+9.4	37
38. Bloom Cos.	103.6	73.2	39.9	33.3	30.4	6.0	24.4	0	55	+49.0	45
39. Tatham-Laird & Kudner	101.6	86.5	58.5	28.0	10.6	6.6	4.0	4.5	43	+4.7	39
40. Laurence, Charles, Free	95.1	84.1	35.0	49.1	9.2	2.0	7.2	1.8	33	+36.0	43
41. Lord, Geller, Federico	88.5	79.5	64.2	15.3	6.5	3.2	3.3	2.5	42	—	—
42. Kornhauser & Calene	85.0	79.0	67.0	12.0	3.0	3.0	—	3.0	70	-1.2	42
43. Geers Gross Advertising	80.0	75.0	26.0	49.0	4.0	—	4.0	1.0	50	+14.2	44
44. Rosenfeld, Sirowitz	76.5	70.0	53.0	17.0	4.0	3.0	1.0	2.5	75	-18.0	40
45. Warwick Advertising	75.2	68.0	57.3	10.7	5.8	3.1	2.7	1.4	63	+28.0	48
46. Levine, Huntley, Schmidt	74.0	66.0	31.0	35.0	5.0	—	5.0	3.0	60	+37.0	50
47. Ammirati & Puris	67.4	63.4	26.8	36.6	1.2	—	1.2	2.8	58	—	—
48. McCaffrey and McCall	61.0	47.5	32.5	15.0	11.0	1.0	10.0	2.5	33	-4.9	47
49. HCM	46.7	33.9	12.7	21.2	12.8	3.9	8.9	—	25	—	—
50. Earle Palmer Brown	45.0	35.0	—	35.0	10.0	1.0	9.0	—	40	—	—

Although many agencies report cable billings in their TV billings, BROADCASTING separates cable figures into another category in this chart. The combined broadcast-cable billings figure is derived from adding the total television, radio and cable categories. Ogilvy Mather's 1985 billings were readjusted to $667.5 million.

$950 million. Acquired during the year were Apple Computer and Bumble Bee seafood. Other clients involved in broadcast spending during the year included Lever Brothers, George Hormel & Co., International Multifoods, Polaroid, Time Inc., PepsiCo., Pillsbury, Scott Paper, Visa U.S.A., Gillette, Campbell Soup, Dodge Dealers, E.J. Brach & Sons and Delta Airlines.

38 The Bloom Companies

The Dallas-based Bloom Companies had total broadcast-cable billings of $103.6 million in 1986, up 49% from 1985, representing 55% of its total domestic billings. Total television billings came to $73.2 million in 1986, with $39.9 million earmarked to network and $33.3 million in spot. Radio totaled $30.4 million, with $6 million going to network and $24.4 invested in spot. As was the case in 1984 and 1985, The Bloom Cos. reported no cable billings in 1986.

13 Bozell, Jacobs, Kenyon & Eckhardt

The subsidiary of Lorimar-Telepictures, into which Bozell Jacobs was merged at the beginning of 1986, posted a slight decline in total broadcast billings for the year. Despite losing the Jaguar and Lee Jeans accounts, the agency added a major Merrill Lynch network television account ($30 million in billings) that included sponsorships of the Super Bowl and the U.S. Open Tennis Tournament. Other new business came from Revlon, Coleco, De Laurentiis Entertainment and the U.S. Air Force. The firm's total broadcast television billings were roughly split between network and spot, and cable television billings increased 20% to $19.5 million. Radio billings were down 6%, with most of that invested in network.

4 Leo Burnett

With a tremendous spurt in television advertising in 1986, Burnett lifted its overall broadcast billings by $100 million to $940 million. Cable advertising grew substantially—to $15 million from $5 million. Radio swelled by $5 million to $30 million. Burnett's major account acquisition during the year was Richardson-Vicks. The agency reported no client defections. Radio and TV clients during the year included Allstate Insurance, Beatrice Foods, Commonwealth Edison Co., Heinz, Harris Bank, Keebler Co., Kellogg, Kraft, Maytag, Miller Brewing, McDonald's, Memtec, Procter & Gamble, Pillsbury, RCA Consumer Electronics Division, Salada, Seven Up, Starkist Foods, United Airlines and Union Carbide.

20 Campbell-Ewald

Broadcast/cable billings for this agency were up 6% to $241 million. Television billings rose 5% to $193.2 million. Radio billings were up 8% to $40.4 million. The agency increased its cable billings by about $1 million to $7.4 million.

22 Campbell-Mithun

Campbell-Mithun's total broadcast and cable billings were up 12.5% to $223.9 million. Television billings rose 15.6% to $199.2 million. Radio billings were off 10%, dropping to $23.2 million. Accounts added included ConAgra Inc., and Sandoz Nutrition Corp. Accounts resigned included Montgomery Ward.

33 Chiat/Day

This Los Angeles-based agency did not have a good fiscal year 1986. Combined broadcast billings were off about 28% to $136.9 million. While the company supplied a total broadcast/ cable figure, it could not provide a precise breakout by category in the chart on page 37. But one company source suggested that the splits between television network and spot, and radio network and spot were roughly equivalent to last year. However, total television billings, including cable, totaled about $121 million in fiscal 1986, off almost 26% from the year before. The agency's total radio billings for the period were $16 million, down by almost half the $30 million in radio billings it had in fiscal 1985.

23 Cunningham & Walsh

N W Ayer acquired most of the Cunningham & Walsh Group last December, including C&W, The Direct Marketing Agency, and Riser, Williams & Young. Ayer is now in the process of consolidating those operations and when that process is completed in the spring, C&W will be fully absorbed and will cease to operate as a separate entity. In 1986, C&W had combined broadcast/cable billings totaling $210 million, up 19% from the year before. TV billings last year totalled $187.5 million, up close to 18% over 1985. Radio billings totalled $15.5 million, up 61%, while cable billings were about flat at $7 million, compared to $6.7 million in 1985.

37 Dailey & Associates

In 1986, broadcast billings at Dailey climbed 9.4% over 1985's $105.1 million to $115 million. Each facet of broadcast advertising grew at healthy rates over last year, with television up 5% ($91.4 million to $96 million), radio up 19% ($12.6 to $15 million), and cable up 64% from $1.1 million to $4 million. New accounts acquired included Montezuma Imports (Dos Equis beer), Carnation Friskies Buffet and Carnation new products. All of Dailey's major accounts in 1986 bought spot television, and most bought spot radio. Major accounts for the agency include Honda motorcycles and power equipment, Teleflora, Armor All and Carnation.

5 D'Arcy Masius Benton & Bowles

The agency's investment in broadcast-cable fell by more than 3% to a still substantial $833 million, attributable in large part to a drop in the percentage of allocation to the electronic media. DMB&B spent 77% of its budget on broadcast-cable in 1985 in contrast to 69% in 1986. New accounts landed during the year were General Foods (Louis Rich and Good Seasons), Richardson-Vicks, Wilson Sporting Goods, Upjohn, Kal Kan, Conagra (frozen foods) and Anheuser-Busch. Losses during the year included Beatrice Foods (Country Line Cheese), Procter & Gamble (Pepto Bismol), Allied Van Lines, Equitable Life Assurance, U.S. Air Force and Blistex.

9 DDB Needham Worldwide

The now-merged company comprising Doyle Dane Bernbach and Needham, Harper Worldwide posted total broadcast billings of $675.5 million in 1986. Of that figure, $625.5 million was spent on television—$410.5 million on network and $215 million on spot—$33.9 million on spot radio and $16.1 million on cable. Among the new accounts assigned during the past year include: Hershey (Luden's cough drops), Hasbro, Anheuser-Busch (Michelob), General Mills (Yoplait yogurt), Eveready Battery, Volkswagon (VW Credit Inc. and Tactical Marketing Association), Frito Lay (Less Salt Snacks and Pepe's Tortilla Chips) and additional product lines from Clariol. Accounts resigned during the past year include: Xerox, IBM, Nabisco Brands, Citicorp (Diners Club/ Travelers Check), Binney & Smith (Crayola products division), Procter & Gamble (G.D. Searle), Sears, Roebuck & Co. and Kraft.

30 Della Femina, Travisano & Partners

Della Femina was acquired by the London-based WCRS Group PLC in the fourth quarter of 1986. The agency's combined broadcast/ cable billings came to $174.7 million, off 11.2%. Television billings totalled $155 million, down 6%, and radio billings totalled almost $18 million, down about 40%. Accounts added during the year were USA Network, Life Style Condoms, Finlandia Chese and Antonovich Furs. Accounts resigned included Campus Sportswear and Boof-of-the-month Club.

6 DFS Dorland

The agency suffered a slight loss in domestic billings in 1986 with a drop-off to $720.5 million in broadcast spending, down from $722.4 million. During the year Dancer Fitzgerald Sample merged with Dorland Advertising of the United Kingdom and strengthened its international presence. Resigned during the year

were Encaprin, Luvs, Bounty from Procter & Gamble, Yoplait Yogurt and Wendy's (Dancer retains media buying and planning responsbilities for Wendy's). Accounts gained during the year were North American Philips Lighting Co., Northwest Airlines, Nabisco Biscuit Division, Helene Curtis (Finesse hair products), Stauffer Seeds, Mott's USA, *Family Circle* magazine, California Almond Growers and Nissan Foods. Among program sponsors were Procter & Gamble, Nabisco, General Mills, Hanes, CPC International, Toyota, Guild Wine, Royal Crown Cola and Wendy's. Active in participation buys on radio and television were P&G, Nabisco, Florida Department of Citrus, General Mills, Life Savers, L'eggs, Cadbury USA, American Cyanamid and Beneficial Finance.

34 W.B. Doner

W.B. Doner increased its television and radio billings by 12% in 1986, with all of the increase coming in spot television and radio and cable. New accounts added by the Southfield, Mich.-based agency included Cub Foods, WDIV-TV Detroit; Bell Atlantic Mobile Systems, Dahlberg Inc., Emhart Home Products (True Temper), North American Philips (Genie and Schick), Turtle Wax, Ohio Art Co., Xerox and Federated (Giant Division). Accounts resigned by Doner were Automobile Association of America, Chattem Inc. and Auto Works. Major television and radio accounts included Eckerd, Vlasic Foods, Standard Oil, Commercial Credit, Isaly-Klondike Co., G. Heileman, Michigan State Lottery, McCormick and Hickory Farms. Cable television billings almost doubled, to $2.5 million.

50 Earle Palmer Brown

With $45 million in broadcast-cable expenditures, the agency moves into the top 50 list sector for 1986. EPB is heavy in spot television, having spent $35 million in that medium last year. Among its new clients during the year were U.S. Air, Roy Rogers restaurants, Big Boy restaurants, Hechinger Corp., Safeway and American Security Bank.

18 William Esty Co.

Total broadcast-cable billings for 1986 were 6.5% greater than 1985, reaching $329 million. Breaking it down, $310 million went to television, the majority of which ($220 million) was for network; $14 million to radio, mostly spot ($11 million) and $5 million to cable. New accounts include the Dole Food Co. and Travelers Health Network. Accounts resigned include Nabisco and Union Carbide.

7 Foote, Cone & Belding

Paced by a new business streak that added a dozen new clients to its roster, FCB wound up 1986 with a billings increase of $86 million. Contributing to the broadcast-cable surge was a rise in the percentage allocated to broadcast—81% in 1986, compared to 76% in 1985. The agency upped its investment in cable television slightly—from $19 million in 1985 to $20 million in 1986. Foote, Cone noted that $14 million of the amount devoted to television accrued from syndicated television. Business acquired during the year included new assignments from Kraft, Citicorp, RJR/Nabisco and Colgate Palmolive. New accounts moving into the FCB fold included Ciba-Geigy, Fred Alger Management, Frank's Nursery & Crafts, No Nonsense Panty Hose and Mattel Inc. Leaving FCB in 1986 were Sara Lee, U.S. Telecom and Clairol. The agency's long list of broadcast-cable clients included Armour-Dial, Campbell Soup, Colgate-Palmolive, Denny's, S.C. Johnson, Kimberly Clark, Volume Shoes and Kraft.

43 Geers Gross Advertising.

In 1986, this company had combined broadcast-cable billings of $80 million, up 14.2% from 1985 and representing 50% of the company's domestic billings. Total television billings for the company reached $75 million, with $26 million of that in network and $49 million in spot. Of its $4 million in total radio billings in 1986, all of it went to spot, unlike 1985, when the company's $3 million in total radio billings went to the networks. As in the past two years, Geers Gross also billed $1 million in cable. Among the major new accounts Geers Gross added in 1986 were Quaker Oats (Puffed Rice, Puffed Wheat and new cereal products), Kraft (Sealtest ice cream, Polar Bars and new snack products), Spring Industries (Wamsutta home furnishings and Pacific bed lines), Marchon Toy Co., Christian Schmidt and Curtice Burns. Of its major accounts, Bass shoes and Schmidt's beer participated only in spot radio, with the company's other major clients buying network and/or spot television.

10 Grey Advertising

Broadcast-cable spending by Grey increased year by $5.4 million. There were moderate changes as cable drooped by $2.3 million and television grew by slightly more than $8 million. Grey experienced considerable activity in account movement both to and from the agency. Major accounts gained during the year included Stroh Brewing, Upjohn Co., Radio City Music Hall, Marine Midland Bank, Quaker State Oil, United Dairy Industry Association, Lazarus Department Stores, Madison Square Garden Network, Rorer Consumer Pharmaceuticals, ABC Entertainment and Bristol-Myers. Lost during the year were Intercontinental Hotels Corp., No Nonsense Fashions, Revlon Inc., Waldenbooks, Northwest Airlines and Kikkoman International.

36 Griffin Bacal

The agency experienced tremendous growth in the past two years through the acquisition of the Milton Bradley and Hasbro accounts, both active in games and toys. Griffin Bacal reports it invests 95.5% of its budget in television and radio and last year compiled combined broadcast-cable spending of more than $115 million, qualifying for a place in the top 50 agency ranks. In addition to Hasbro and Milton Bradley, the agency developed billing from American Publishing and Unique Industries (party goods).

32 HBM/Creamer

Broadcast and cable billings for HBM/Creamer were off 25% last year due to its being acquired, last July, by the WCRS Group, PLC, London. In a realignment of the agency's business, the new management transferred most of HBM/C's New York accounts to Della Femina, Travisano & Partners, which WCRS Group also acquired last year. The remaining portion of HBM/C's New York business was dealt to Mike Pedone, former head of that office, who left at the time of the acquisition to form his own agency. In addition, several HBM/C branch offices have closed over the past two years. As a result, HBM/C ended 1986 with combined broadcast/cable billings of $148 million, compared to about $197 million the year before. Most of that was accounted for on the TV side, where billings totalled $135.8 million, compared to about $180 million a year earlier. Radio billings accounted for the balance.

49 HCM

A joint venture of Paris-based Eurocom and Young & Rubicam, the agency makes the top 50 list for the first time with the 1986 compilation. HCM is heavily oriented toward international business and its domestic broadcast billing accounts for only 25.2% of its total U.S. spending. Among its broadcast sponsors last year were Empire Blue Cross and Blue Shield, New England Lamb Co., Peugot Motors of America, Beatrice Foods, Jack in the Box restaurants and Jay Foods.

29 Jordon, Manning, Case, Taylor & McGrath

This agency reported a 10% increase in television and radio billings over the previous year, with most of the increase coming in radio and network television. Major accounts added during 1986 included Quaker (Life and Natural cereals), Procter & Gamble's Bounty, Borden's Snack Foods and Upjohn's Haltran. Accounts resigned included Mentholatum Co., Jones Dairy Farm and Kobrand's Beefeater Gin. Other current major accounts include Aetna, Nestle's Crunch, Norcliff (Tums and Oxy 5), Procter & Gamble (Zest and Bounty), Hanes (Underalls), Welch Foods, Fayva Foods and Tonka Toys. Network television billings jumped from $79 million to $100 million, while spot TV billings declined 30% to $39 million.

26 Ketchum Communications

Pittsburgh-based Ketchum Communications reported a 38% jump, to $189 million, in broadcast billings over last year, mostly in spot television. Radio billings declined. Television accounts added included Melitta, Perche No!, Tofutti Brands and Acura Dealer Associations. Broadcast accounts surrendered included Stuart Anderson's Black Angus Restaurants, Spoons Restaurants and the Sands Hotel and Casino. Other major accounts include Safeway, Beatrice/Hunt-Wesson, Bell Atlantic, Schering/Tinactin, Pennsylvania Tourism and CertainTeed.

42 Kornhauser & Calene

Billings at Kornhauser & Calene fell 1.2%, from $86 million in 1985 to $85 million in 1986. The largest drop for the agency occured in radio, which fell from $11 million in 1985 to $3 million in 1986. Television rose 8% from $73 million in 1985 to $79 million in 1986. Cable was up from $1 million in 1985 to $3 million in 1986. Major new clients added included Church & Dwight's Arm and Hammer Deodorizer Spray and A&H Dental Care products; Boyle-Midway's Old English furniture polish, Genovese Drugs Stores, and Laura Ashley bed and bath products. Accounts resigned include Purdue Frederick and Palm Bay Imports.

40 Laurence, Charles, Free & Lawson

The New York-based agency's total broadcasting-cable billings rose about 36% in 1986 to $95.1 million. Total TV billings were $84.1 million, with $35 million of that going toward network and $49.1 million going to spot. Radio billings totaled $9.2 million with $2 million going to network and the bulk, $7.2 million going to spot. Cable TV contributed $1.8 million, up from $1 million in 1985. Among the clients added in 1986: Air France, Abbott Laboratories, American Tobacco (Pall Mall and Tareyton), Clairol Inc. (conditioners), Drackett Co. (Behold), Thompson Medical Co. (Dexatrim, Sleepinol, NP 27, Sportscreme, Asper Creme and new products) and nine regional McDonald's operators associations. Lost during the year was Del Laboratories.

46 Levine, Huntley, Schmidt & Beaver

The agency had combined radio, television and cable billings of $74 million in 1986, representing 60% of its total domestic billings, and a 37% increase in total broadcast-cable billings over 1985. Total television billing was $66 million ($31 million in network and $35 million in spot), with $5 million spent on spot radio and $3 million on cable. Among the new broadcast clients added to the agency in 1986 were Maidenform, Wattaburger, Webster Staytuff Bags, Seagram's wines, *Changing Times* and 20th Century Fox. Resigned during the year was New York Air, which merged into Continental Airlines. Among its existing clients, both Subaru and Citizen watches used network and spot television, with the former also buying spot radio. Additionally, both clients sponsored programs, including NFL telecasts.

Biggest spenders

Total broadcast-cable billings
Young & Rubicam—$1.59 billion

Total TV billings
Young & Rubicam—$1.46 billion

Network TV billings
Young & Rubicam—$1.06 billion

Spot TV billings
Young & Rubicam—$403 million

Total radio billings
BBDO and DMB&B—$104 million each

Spot radio billings
DMB&B—$88 million

Network radio billings
BBDO—$31 million

Cable billings
Young & Rubicam—$44 million

41 Lord, Geller, Federico, Einstein

Breaking into the charmed list of top 50 broadcast agencies is LGFE, the agency for *New Yorker* magazine for 15 years until it lost the account in 1986. Lord, Geller added accounts in 1986 including Northrop Corp., IBM, Capital Markets and Schieffelin & Co. (sparkling wines). Lost in addition to the *New Yorker* were Jacobs Coffee Co. and Parfums Stern. Among its broadcast-active accounts were Dean Witter, IBM Corporate, WNBC-TV New York and Ann Klein II.

27 Lowe Marschalk

A 13% percent increase in network television billings, to $126.4 million, gave Lowe Marschalk an overall broadcast billing increase of 6%, to $185.1 million. New accounts included Ponderosa, Polaner and Chesebrough Ponds (Q-Tips). Other major clients included Stroh, Coke USA, Citicorp, Braun, Nabisco and Coke (Minute Made). Total radio billings declined 21% to $9 million.

48 McCaffrey and McCall

The agency experienced a 4.9% drop in its total broadcasting-cable billings, from $64 million in 1985 to $61 million in 1986. Total television billings were $47.5 million, with $32.5 million spent on network TV and $15 million on spot. Radio billings totaled $11 million, with $1 million in network and $10 million on spot, while cable billings totaled $2.5 million. As in 1985, M&M's 1986 broadcast-cable billings accounted for 33% of the agency's total billings.

11 McCann-Erickson

The agency showed an increase in broadcast expenditures of more than $20 million in 1986 as television added almost $14 million and radio more than $6 million. McCann did not break out its cable billings for 1986 or 1985, but includes them in its television figure. The agency lost a few accounts last year and picked up a sizeable number. Lost in 1986 were Eastman Kodak, Humana Inc., Swatch and Foster food products. Added to the client list were Air New Zealand, Black & Decker, Equitable HCA Corp. (Equicolor), Eye+Tech, Louisiana Power & Light, Puget Power and RJR Nabisco. Busy broadcast spenders last year were AT&T Communications, Black & Decker, Cosmair Inc. (L'Oreal), General Motors, Hilton Hotels, Mennen Co. and Nestle Corp.

8 Ogilvy & Mather

Broadcast-cable billings for Ogilvy in 1985 have been revised downward to $667.5 million and on that basis the agency showed a gain of $21.4 million in 1986. Ogilvy scored heavily in television with more than $600 million in expenditures. Among the new clients at O&M were Connecticut National Bank, Nationwide Insurance, Ryder Truck Rental and United Technology. Ogilvy handles a long list of broadcast-active clients: American Express, CPC International, Campbell's Soup, Hardee's Food Systems, KLM Royal Dutch Airlines, General Foods, Dial Inc., Kimberly Clark Corp., Shell Oil Co. and Bowery Savings Bank.

44 Rosenfeld, Sirowitz & Humphrey

Broadcast billings for Rosenfeld fell 18% from 1985, from $93.8 million to $76.5 million, thanks to the loss of one of McDonald's accounts. Television was down 22%, from $85.4 million to $70 million; radio by 40%, from $5.6 million to $4 million; and cable television by 12% from $2.8 million to $2.4 million. Along with McDonald's, accounts resigned in 1986 included Yugo. New accounts include Thompson Medical, Charles of the Ritz, Luzianne cof-

and Chase Manhattan.

35 Ross Roy Group

he agency, which comprises Ross Roy Inc. of etroit; Gray & Kilgore Inc. of Troy, Mich.; Ca-t, Hirsch & Spector Inc. of New York, and riswold Inc. of Cleveland, had total broad-ast-cable billings of $118.6 million, repre-enting 29.2% of its total domestic billings. he agency attributed its 78% increase in total illings (compared to $66.7 million in 1985) to he addition of Griswold Inc. in September 985 and Calet, Hirsch & Spector in January 986. In 1986, Ross Roy Group had total televi-ion billings of $88.2 million ($18.4 million net-ork and $69.8 million spot), radio billings of 29.1 million ($7.1 million network and $22 mil-on spot), with $1.3 million spent on cable. mong the major accounts added to the agen-y in 1986 were Stroh Brewery Co.'s Sundance 00% natural juice sparklers, Chrysler Credit orp.; Stanadyne Inc.'s Moen Faucet Group, nd W.H. Rorer's Perdiem Fiber Laxative. Lost uring the year was Coca-Cola Bottlers of De-oit Inc. Among the agency's existing broad-ast clients was K Mart. In addition to network nd spot television and network and spot ra-io, K Mart also sponsored *Liberty Weekend* nd *Fifty Years of Life*, both on ABC-TV. Ross oy's roster of broadcast clients also includes meritech Publishing, Sherwin Williams' utch Boy Paint, Anchor Hocking, Hoover and etty Oil.

12 Saatchi & Saatchi Compton

he agency's billings are estimated to have limbed 5% over 1985, reaching $465 million. f that figure, $435 million is estimated to have een spent on television, $12 million on radio nd $18 million on cable. Last year, Saatchi & aatchi Company PLC, the parent holding ompany for Saatchi & Saatchi Compton, ent on an acquisition spree, purchasing Ted ates, Backer & Spielvogel and Dancer Fitz-erald Sample (now DFS Dorland.)

25 Scali, McCabe, Sloves

Broadcast billings reported by Scali, McCabe, Sloves jumped 45%, with most of the increase showing up in the spot television and spot ra-dio categories. New accounts for the New York-based agency included Harris Lanier and Fred Joallier, while dropped accounts in-cluded Revlon and Omega. Other major cli-ents include Hertz, Volvo, Sharp, Chase Man-hattan, Nikon, Burmah-Castrol and James River. Scali was in the minority of agencies reporting higher billings for spot television than network television, and the agency re-ported no network radio billings, as opposed to $36.8 million in spot radio billings.

14 SSC&B

SSC&B witnessed a 6% drop in total broad-cast-cable billings from 1985, slipping to $383.4 million. Of that figure, $326.9 million was spent on television (down from $368.9 million in 1985), while radio expenditures rose from $33.9 million the previous year to $51.8 million in 1986. Cable billings slipped slightly from $4.9 to $4.7 million. New accounts picked up during the past year are: Clarion, Citizen Watch, Sterling International and TAB. Major accounts resigned were Citibank and American Tobacco.

39 Tatham-Laird & Kudner

Tatham-Laird & Kudner posted a gain of 4.7% over its 1985 billings of $97 million to $101.6 million for 1986. Accounts gained during the year included Procter & Gamble's Mr. Clean soft cleanser and Metamucil; Nabisco's Blue Bonnet margarine, Fleischman's margarine, and new products from Adolph Coors. Ac-counts resigned included Continental Bank and the National Dairy Board. Media brea-kouts: television was up 3% from $84 million in 1985 to $86.5 million; radio was down 12% from $12 million in '85 to $10.6 million in '86, and cable was up 350% from $1 million to $4.5 million.

2 J. Walter Thompson

The agency experienced modest growth dur-ing the first three quarters of 1986, but report-ed a sharp decline in the final quarter. Estimat-ed domestic broadcast billings grew by about 3%. Thompson retained its second-place po-sition behind Young & Rubicam, with an esti-mated $1.2 billion in radio-TV-cable spending for the year. New business obtained during 1986 included IBM, North American Van Lines, Swiss Miss cocoa and Godfathers pizza. Thompson's extensive roster of broadcast-ac-tive accounts included Eastman Kodak, Eck-erd Drugs, Goodyear Tire & Rubber, Lever Brothers, Pepsi-Cola, Scott Paper, Warner-Lambert, Ford Dealers Association, Beatrice Foods, S.C. Johnson & Sons, Kraft, Miller Brewing, Oscar Mayer & Co. and Sears Roe-buck.

24 Tracy-Locke

Broadcast and cable billings for Tracy-Locke were up 5% in 1986 to $209.4 million. Televi-sion billings were up 5.4% to $166.3 million. Radio billings were up slightly, to $40.6 million, from $39.2 million a year earlier. Cable billings were flat for the year, at $2.5 million. Accounts added included Sunbelt Nursery Group, APT Managed Health Care Partnerhip, Healthmark Centers and Vuarnet France. Accounts re-signed included Labatt's Importers and Fron-tier Airlines.

45 Warwick Advertising

Of its total broadcast-cable billings of approxi-mately $75.2 million, $68 million was spent in TV billings, $5.8 million in radio and $1.4 mil-lion in cable. The company experienced about a 28% increase in its total billings over 1985. Total television billings were split between net-work ($57.3 million) and spot ($10.7 million), with $3.1 million spent on network radio and about $2.7 million on spot radio. Among the major broadcast clients added in 1986 were the Joseph Victori Wine Co. (Calvin Coolers) and Rocco Inc. (Shady Brook Farms). The lat-ter used radio spot in the fourth quarter, War-wick said. Existing network and spot television clients included Crafted with Pride in U.S.A Council Inc.; Burlington Industries and Coty/P-fizer. U.S. Tobacco and Benjamin Moore Paint used network television, Jockey International used spot TV and Sterling Drugs and Plough Inc. bought both television and radio.

21 Wells, Rich Greene

Combined broadcast/cable billings for WRG in 1986 were flat at just a shade under $230 million. Television billings totalled $203.4 mil-lion, also flat compared to the year before, while radio billings were up 22% to $25.7 mil-lion. But the agency lost or resigned most of its cable business. The 1986 figure was only $509,000, compared to $6 million in 1985. Ac-counts added in the year inluded Oil of Olay and the Pan Am shuttle. Accounts resigned included Max Factor, National Enquirer and Purolator.

1 Young & Rubicam

Once again the Fifth Estate victor among ad-vertising agencies experienced a slower growth pattern during the year. Reflecting the cutback mood at the client level, Y&R's broad-cast billings climbed last year by 5.5%, as against 11.8% in 1985. Still the agency's broadcast spending reached a formidable $1.58 billion. Radio spending dipped slightly to $91 million from $91.4 million in 1985 while cable billings dropped to $44 million from $48.9. The big gainer was television which rose to $1.46 billion from $1.37 billion in 1985. New business from Colgate swelled the Y&R coffers by an approximate $80 million in bill-ings. Other new clients during the year were Eastman Kodak (videotapes), Boyle-Midway Division food products, TWA, Warner-Lambert (Rolaids, Remagel, Efferdent), Kraft, Pillsbury microwave products and Burroughs/Sperry. Resigned during the year were Richardson-Vicks, Oil of Olay, Vick's Cough Drops and Mer-rill Lynch. Y&R's roster of clients is extensive and in 1986 included: AT&T Communications, Colgate, Dr Pepper, Eastman Kodak, General Foods, Johnson & Johnson, Kraft, TWA, Metro-politan Life Insurance, Montgomery Ward, G. Heileman Brewing Co., General Cigar, Clorox Co., Chevron, Lincoln-Mercury Division of Ford Motor Co.

going and that only a "handful" of spots remained unsold in the program. "I'm not saying I got them replaced at the same price, but I got them replaced." But, Keever said, "it will be evened out," in the end. That is the network will, in effect, make as much revenue on the show as if no one had pulled out because those who did are making up the difference by paying a premium above which they normally would have paid for spots they will be buying in other programs. As for the handful of remaining unsold spots in *Amerika*, Keever said he was confident they would be sold.

Meanwhile, ABC News executives are grappling with the kind of program they will present on the network's Feb. 23 edition of *Viewpoint*. Some wonder if the *Amerika* series will still be considered controversial, once it is on the air, despite the pre-broadcast publicity, said Robert Sieganthaler, the executive in charge of *Viewpoint*. He said the upcoming *Viewpoint* edition has no specific agenda. But, he said, it may address, in some fashion, how programs, such as docudramas, or the *Our World* format, or perhaps *The Day After*, "relate to the reality" of what is actually going on in the world. "It's a tough subject to grasp," he said. □

Country radio broadcasters Nasville bound

They meet this week to talk about radio's most-programed format, country music; 900 expected

The radio industry's most widely used program format,country music, will take center stage this week when nearly 900 radio and music industry executives assemble Thursday (Feb. 19) at the Opryland hotel in Nashville for the 18th annual Country Radio Seminar, sponsored by Country Radio Broadcasters. (According to the Radio Information Center, New York, more stations programed country—2,281—last year than any other format.)

As in previous years, the three-day event will have two keynote speakers. Country singer Barbara Mandrell will keynote on Friday (Feb. 20) morning at 8:30 while country performer Larry Gatlin fulfills that role the following morning. Motivational speaker Patrick O'Dooley will address the closing session on Saturday afternoon.

The CRS will feature 14 workshops including three long-form or "mini" seminars—on management, self-improvement and programing—and two MIPS (Music Industry Professional Seminars). The MIPS panels, entitled "The Country Radio Audience" and "Radio and Retail—The Profitable Synergy," are to be coordinated by the Country Music Association and will take place on Thursday afternoon.

New to the 1987 seminar is a series of "informal" roundtable discussions on Saturday covering 15 separate topics ranging from broadcast law to engineering.

The event will include an exhibit hall housing more than 30 exhibitors in 12,000 square feet of space. Additionally, there will be 25 companies hosting hospitality suites including a number of major record labels.

The CRS will end with a banquet and its usual "New Faces" show composed of rising country performers.

The Country Radio Seminar has been held in Nashville every year since 1970 when only 40 to 45 paid registrants attended, according to CRB executive director Frank Mull. □

Prime time and news go to NBC

NBC took week 20 of the prime time ratings season with a 17.9 rating/28 share, ahead of CBS's 15.6/24 and ABC's 14.1/22. In the same week last year, the numbers ran CBS 18.3/28, NBC 17.7/27 and ABC 14.5/22.

NBC also won the race for evening news with a 12.9/23 over CBS's 12.3/22 and ABC's 11.3/20. A year ago it was CBS's week in evening news with a 14.1/24. That same week, NBC scored a 12.4/21 while ABC had a 12.3/21.

At the two-thirds mark for the 86-87 season the three networks had the following season-to-date standings: NBC 17.9/25, CBS 16.1/25 and ABC 14.2/22. Last year the standings were NBC 17.9/26, CBS 17.0/26 and ABC 15.1/23.

The HUT level (homes using television) was 63.7%, down from week 19's 64.9%. Last year's HUT for week 20 was 65.6%. In total homes, the percentages work out to 55.7 million for this year's 20th week, down from last year's 56.4 million for the same week.

CBS took Monday and Friday, while ABC took Tuesday and Wednesday. NBC came away with the remaining three nights, Thursday, Saturday and Sunday.

CBS took the entire evening on Monday, and at 9-11 p.m. the network beat out ABC's movie *Tonight's the Night* (11.9/19) and NBC's *Convicted: A Mother's Story* (17.4/27), with *Newhart* (20.0/30, *The Cavanaughs* (17.4/26) and *Cagney & Lacey* (16.2/26).

On Wednesday night, ABC's *Dynasty* took the 9-10 p.m. slot with an 18.2/28. The network's *Hotel*, seen at 10-11 p.m., had its second highest rating of the season, a 16.3/28, and won that hour, over CBS's *Equalizer* (15.0/25) and NBC's *St. Elsewhere* (13.5/23). NBC took 8-9 p.m. with *Highway to Heaven*'s 18.1/28. ABC's evening average was a 16.9/27 compared to NBC's 15.1/24 and CBS's 14.7/23.0.

The battle for Sunday movies pitted ABC's presentation of the theatrical release, "Romancing the Stone," against NBC's *The Two Mrs. Grenvilles*. ABC's offering pulled in a 20.5/31, while NBC's first installment of the two-part movie came up with a 23.4/36. CBS's lineup at 9-11 p.m., the two half-hours, *Designing Women* (14.5/21), *Nothing is Easy* (11.4/17), and the one-hour *Hard Copy* (9.4/15), worked out to an 11.2/17 average for the same two-hour period.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	37.6/54
2.	Family Ties	NBC	36.4/52
3.	Cheers	NBC	27.7/40
4.	Murder, She Wrote	NBC	26.6/39
5.	Night Court	NBC	24.9/36
6.	60 Minutes	CBS	24.4/38
7.	Golden Girls	NBC	24.1/39
8.	Moonlighting	NBC	23.7/35
9.	Sunday Night Movie	NBC	23.4/36
10.	Growing Pains	ABC	23.0/34
11.	Who's the Boss?	ABC	22.2/33
12.	Dallas	CBS	21.6/34
13.	Sunday Night Movie	ABC	20.5/31
14.	Newhart	CBS	20.0/30
15.	Matlock	NBC	19.7/29
15.	227	NBC	19.7/34
17.	L.A. Law	NBC	18.8/30
18.	Amen	NBC	18.5/31
19.	Kate & Allie	CBS	18.3/28
20.	Dynasty	ABC	18.2/28
21.	Highway to Heaven	NBC	18.1/28
22.	My Sister Sam	CBS	17.9/27
23.	Cavanaughs	CBS	17.4/26
23.	Monday Night Movies	NBC	17.4/27
25.	Head of the Class	ABC	17.1/25
26.	Valerie	NBC	17.0/25
27.	Magnum P.I.	CBS	16.7/25
28.	Facts of Life	NBC	16.6/29
29.	Falcon Crest	CBS	16.5/29
30.	Hotel	ABC	16.3/28
30.	Miami Vice	NBC	16.3/26
32.	Cagney & Lacey	CBS	16.2/26
33.	Knots Landing	CBS	16.1/25
34.	Hunter	NBC	15.8/28
35.	Tuesday Movie	CBS	15.7/25
36.	Saturday Movie	CBS	15.4/26
37.	Mr. Belvedere	ABC	15.2/25
38.	ALF	NBC	15.1/23
39.	Perfect Strangers	ABC	15.0/24
39.	Equalizer	CBS	15.0/25
41.	20/20	ABC	14.9/23
42.	MacGyver	ABC	14.8/22
43.	Easy Street	NBC	14.6/22
44.	Designing Women	CBS	14.5/21
45.	Webster	ABC	14.3/24
46.	Gimme A Break	NBC	14.3/22
47.	Jack & Mike	ABC	13.9/23
48.	Our House	NBC	13.8/22
48.	Remington Steele	NBC	13.8/23
50.	Scarecrow & Mrs. King	CBS	13.7/23
51.	St. Elsewhere	NBC	13.5/23
52.	Colbys	ABC	13.4/19
53.	Tortellis	NBC	13.1/20
54.	Simon & Simon	CBS	12.9/19
54.	Crime Story	NBC	12.9/22
56.	Mike Hammer	NBC	12.5/19
57.	Hill Street Blues	NBC	12.4/18
58.	Amazing Stories	NBC	12.3/19
59.	Monday Night Movie	ABC	11.9/19
60.	Nothing Is Easy	CBS	11.4/17
60.	Stingray	NBC	11.4/19
62.	Starman	ABC	11.3/20
63.	Sidekicks	ABC	11.2/20
64.	Disney Sunday Movie	ABC	10.7/16
65.	Outlaws	CBS	10.4/18
66.	Sledge Hammer	ABC	10.3/18
67.	Ohara	ABC	9.9/16
68.	Wizard	CBS	9.5/14
69.	Hard Copy	CBS	9.4/15
70.	Spenser: For Hire	ABC	9.0/16
71.	Shell Game	CBS	8.8/13
72.	Gung Ho	ABC	8.3/13
73.	Dads	ABC	7.9/12
74.	Our World	ABC	7.2/10

*indicates premiere episode

make changes in ant. sys. Action Jan. 27.

FM's

■ WZBQ (102.5 mhz) Jasper, Ala.—Granted app. to change TL and change ERP to 13 kw. Action Sept. 12.

■ KZOU (98.5 mhz) Little Rock, Ark.—Granted app. to change TL and change HAAT to 1,188 ft. Action Jan. 28.

■ KBES (89.5 mhz) Ceres, Calif.—Dismissed app. to change freq. to 88.3 mhz; change ERP to 3 kw and make changes in ant. sys. Action Feb. 3.

■ KCMJ-FM (92.7 kmz) Indio, Calif.—Granted app. to change TL; change ERP to 3 kw and change HAAT to 298.4 ft.

■ KKLA (99.5 mhz) Los Angeles—Dismissed app. to change TL and change HAAT to 618 ft. Action Feb. 4.

■ WYRS (96.7 mhz) Stamford, Conn.—Granted app. to make changes in ant. sys. Action Jan. 28.

■ WASH (97.1 mhz) Washington—Granted app. to change ERP to 26 kw. Action Feb. 4.

■ WORZ (101.9 mhz) Daytona Beach, Fla.—Granted app. to make changes in ant. sys. Action Feb. 5.

■ WYGO-FM (99.5 mhz) Corbin, Ky.—Granted app. to change freq. to 99.5 mhz; change ERP to 50 kw and change HAAT to 401 ft. Action Feb. 3.

■ KCWA (89.9 mhz) Arnold, Md.—Granted app. to make changes in ant. sys. Action Feb. 2.

■ WZLX (100.7 mhz) Boston—Granted app. to change SL. Action Jan. 22.

■ WPCX (103.1 mhz) Hyannis, Mass.—Granted app. to change freq. to 102.9 mhz; change TL and change HAAT to 310 ft. Action Jan. 22.

■ KOPN (89.5 mhz) Columbia, Mo.—Granted app. to change TL and change HAAT to 236.1 ft. Action Feb. 3.

■ *WTEB (89.5 mhz) New Bern, N.C.—Granted app. to change freq. to 89.3 mhz and change ERP to 100 kw. Action Jan. 28.

■ WJJB (97.7 mhz) Hyde Park, N.Y.—Granted app. to change TL; change ERP to 300 w and change HAAT to 1,030 ft. Action Feb. 4.

■ WSUL (98.3 mhz) Monticello, N.Y.—Granted app. to change ERP to 2.5 kw. Action Feb. 4.

■ WARY (88.5 mhz) Valhalla, N.Y.—Granted app. to change freq. to 88.1 mhz; change ERP to 42 w; change HAAT to 403 ft. and make changes in ant. sys. Action Feb. 2.

■ WKKI (94.3 mhz) Celina, Ohio—Granted app. to change ERP to 1.62 kw. Action Feb. 2.

■ WJOJ-FM (107.1 mhz) Milford, Ohio—Granted app. to change ERP to 1.2 kw and change HAAT to 511 ft. Action Jan. 29.

■ WMRF-FM (95.9 mhz) Lewiston, Pa.—Granted app. to change ERP to 2 kw. Action Jan. 30.

TV's

■ WWKI-TV (ch. 29) Kokomo, Ind.—Granted app. to change ERP vis. 1,480 kw, aur. 148 kw; change HAAT to 774.5 ft.; change TL and make changes in ant. sys. Action Jan. 9.

■ KMCT-TV (ch. 39) West Monroe, La.—Granted app. to change SL. Action Jan. 30.

■ WVII-TV (ch. 7) Bangor, Me.—Granted app. to change ERP vis. to 316 kw, aur. 31.6 kw and change HAAT to 819 ft. Action Jan. 29.

Call Letters

Applications

Call	Sought by
New FM's	
KFRK	Family Stations Inc., Hutchinson, Kan.
KUFR	Family Stations Inc., Salt Lake City
Existing AM's	
WPNA	WBMX Alliance Communications Inc., Oak Park, Ill.
WGDN	WJEB Apple Broadcasting Co., Gladwin, Mich.
KKXO	KRXX McKenzie River Broadcasting Co., Eugene, Ore.
WKXL	WSBL Lee Broadcasting Corp., Sanford, N.C.
WMQX	WAIR Evergreen Radio Group Inc., Winston-Salem, N.C.
Existing FM's	
WOLW	WXYB Northern Christian Radio Inc., Cadillac, Mich.
WGDN-FM	WGMM Apple Broadcasting Co., Gladwin, Mich.
KLDZ	KJUS Harley L. Lampman and L. Lee Thomas, Lincoln, Neb.
WMQX-FM	WSEZ Evergreen Radio Group Inc., Winston-Salem, N.C.
KLAK	KAFM Stansell Communications Inc., Durant, Okla.
WBTJ-FM	WRJX CR Broadcasting Inc., Jackson, Tenn.
KMKT-FM	KLAK Sunbelt Wireless Co., Denison, Tex.
KMMX	KESI Vision Communications Inc., Terrel Hills, Tex.
WCDX	WZZR Sinclair Telecable Inc., Mechanicsville, Va.
WEEL-FM	WKWK-FM CR Broadcasting Inc., Wheeling, W.Va.
Existing TV's	
KKTU	KDBJ KTWO Corp., Cheyenne, Wyo.

Grants

Call	Sought by
New FM's	
KEJS	Barton Broadcasting Co., Lubbock, Tex.
New TV's	
KBGE	Gill Communications Inc., Bellevue, Wash.
Existing AM's	
WGTW	WCNN Ring Radio Co., Atlanta
KIVR	KBGG New Frontier Broadcasting Inc., Cave Junction, Ga.
KQNG	KIPO John Hutton Corp., Lihue, Hawaii
KRCD	KKLB Good Times Inc., Chubbuck, Idaho
WYBR	WXTA North Star Broadcasting Inc., Rockford, Ill.
WCGW	WJMM Woodaner Broadcasting Co., Nicholasville, Ky.
WEAN	WLKW Appelton Broadcasting Corp., Boston
WADN	WWCC Walden Communications Co., Concord, Mass.
WJCV	WOPY Caleb Communications Inc., Jacksonville, N.C.
WVEF	WPUB Kershaw County Vocational Educational Foundation Inc., Camden, S.C.
WQLS	WUSJ Eaton P. Govan and Berton B. Cagle, Jonesboro, Tenn.
KZZB	KGIC Triplex Communications Inc., Beaumont, Tex.
KTXC	KOCA Noalmark Broadcasting Corp., Kilgore, Tex.
KRQX	KYCX First American Broadcasting Corp., Mexia, Tex.
Existing FM's	
KBGG	KBGG-FM New Frontier Broadcasting Inc., Cave Junction, Ga.
KQNG-FM	KIPO-FM John Hutton Corp., Lihue, Hawaii
KRCD-FM	KRCD Chubbuck Community Broadcasters, Chubbuck, Idaho
WYBR-FM	WYBR North Star Broadcasting Inc., Belvidere, Ill.
KZZB-FM	KZZB Triplex Communications Inc., Beaumont, Tex.
WPHR-FM	WJLC-FM Power Broadcasting Inc., South Boston, Va.
WLZR-FM	WBCS-FM Taft Television and Radio Co., Milwaukee
Existing TV	
WFGX	WQAC Beacon-Lloyd Broadcasting Corp., Fort Walton Beach, Fla.

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Summary of broadcasting as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & Intercity relay	2,836	166	3,002

* Includes off-air licenses